



ANALYTICS SPECIALIST

KSV is seeking a highly analytical and data-driven marketing campaign Analytics Specialist to join our team. The successful candidate will be responsible for gathering, analyzing, and interpreting data related to our marketing campaigns to optimize performance, drive business growth, and make data-driven decisions. This role requires a deep understanding of marketing metrics, data analysis and visualization tools, and the ability to communicate actionable insights to inform marketing strategy.

Key Responsibilities

Data Analysis

- Collect and analyze marketing data from various sources, including digital marketing platforms, CRM systems, and website analytics tools.
- Identify key performance indicators (KPIs) and create reports and dashboards to track campaign effectiveness.
- Conduct A/B testing and multivariate analysis to determine the impact of different campaign elements on conversion rates, ROI, and other relevant metrics.
- Assist in forecasting marketing campaign performance and budget allocation based on historical data and market trends.

Campaign Optimization

- Provide insights and recommendations to optimize marketing campaigns based on data analysis, including targeting, messaging, and budget allocation.
- Collaborate with cross-functional teams to implement improvements and ensure alignment with overall marketing objectives.

Data Visualization

- Create visually compelling reports and presentations to communicate campaign performance and insights to stakeholders.
- Utilize data visualization tools (e.g., Tableau, LookerStudio) to make data more accessible and understandable for non-technical team members.

Personal Development

- Stay current with marketing analytics tools and technologies, and make recommendations for tool integration to improve efficiency and data accuracy.
- Continuously work to upgrade knowledge and skills through available resources including; reading, courses and seminars, etc.



Qualifications

- 5+ years experience in data analysis and marketing analytics
- Proficiency in data analysis tools including Excel, Google Analytics, etc.
- Experience with data visualization tools such as Tableau or LookerStudio
- Strong understanding of marketing metrics and attribution modeling
- Knowledge of SQL and database management is a plus
- Excellent communication and presentation skills to convey complex data-driven insights to non-technical stakeholders
- Entrepreneurial, self-starter and problem solver
- Can think on his/her feet and generate an idea or POV “in the moment”
- A desire to take on new challenges, grow and learn every day
- Ability to work collaboratively as part of a larger team in a fast-paced environment
- Great self-management and organization skills



KSV's Core Competencies

Core competencies are the 'price of admission' to being part of the KSV team and are expected of all team members regardless of role or seniority.

Customer Focus	Builds strong customer relationships and delivers customer-centric solutions.
Decision Quality	Makes good, informed, and timely decisions that keep the organization moving forward.
Action Oriented	Takes on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
Drives Results	Is focused on and consistently achieves results, even under tough circumstances.
Collaborates	Builds partnerships and works collaboratively with others to meet shared objectives.
Values Differences	Recognizes the value that different perspectives, life experiences, and cultures bring to an organization.
Communicates Effectively	Develops and delivers multi-mode communications that convey a clear understanding of the unique needs of different audiences.
Instills Trust	Gains the confidence and trust of others through honesty, integrity, and authenticity.
Self Development	Actively seeks new ways to grow and be challenged using both formal and informal development channels.
Being Resilient	Keep positive, stay calm under pressure, and believes there is a way forward, even when it can't immediately be seen.



About KSV

KSV is certified BCorp and a women-owned and led collective of creative and strategic thinkers who are committed to a more sustainable existence. As part of our team you'll have the daily opportunity to be part of something bigger than just yourself, because everything we do is filled with a purpose. And that's enough to fill us up with all types of good stuff.

Employee Benefits:

- 401k
- Health, dental, and vision coverage
- Parental leave
- Flexible PTO
- Paid holidays include the week between Christmas and New Year's Day, MLK Day, Memorial Day, Juneteenth, 4th of July, Labor Day, Thanksgiving and the following Friday
- Summer half-day Fridays
- Flexible work environment

KSV is a signer of the equal pay compact and is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.